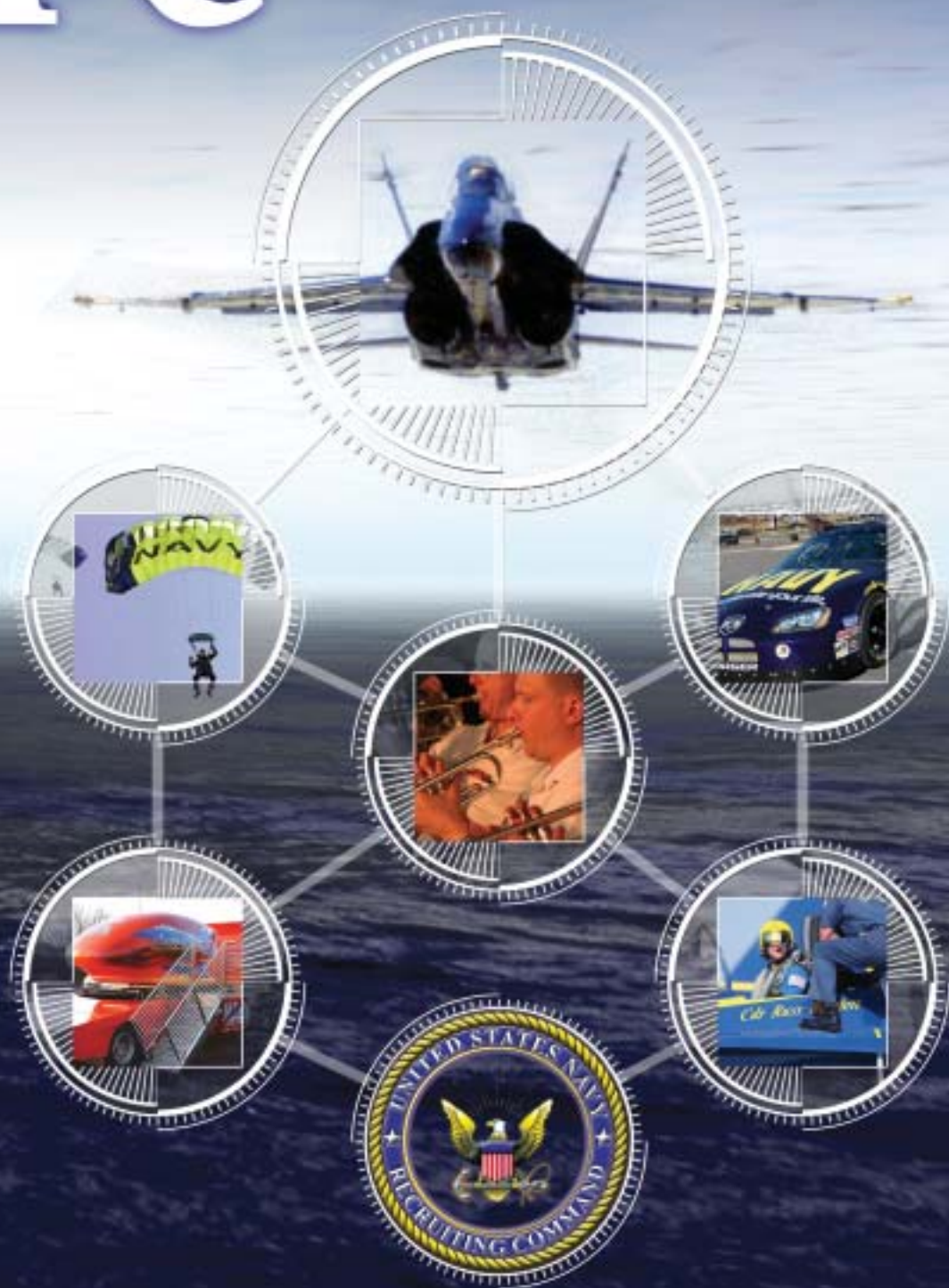


NAVY RECRUITER

Magazine for Navy Recruiters

March 2005



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It's a coordinated effort

NAVY RECRUITER



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Navy Recruiter, the official publication of the Commander, Navy Recruiting Command, is printed commercially with appropriated funds in accordance with the Department of the Navy Publications and Printing Regulations(P-35). This publication does not reflect the official views of the Department of Defense.

All photographs, unless otherwise stated, are official U.S. Navy photos.

Navy Recruiter encourages the submission of "letters to the editor" and articles expressing the opinion of individuals in the Navy Recruiting community. All submissions must be signed.

Submissions should be sent to:
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Special Events: A Powerful Recruiting Tool

The unique opportunity we have in Navy Recruiting is the ability to have Sailors and civilians work in hundreds of cities around the nation. Some of you serve in Fleet Concentration Areas, where knowledge of the Navy is common. Most, however, serve in places where the only Navy presence is the recruiter.

It's important that everyone is aware of the great opportunities the Navy provides, whether they live in Jacksonville, Fla., or Lima, Mont. We have an extensive advertising and marketing plan to promote our message. But it's often the work that you make at your local level that helps us reach young men and women, as well as centers of influence, through various events in your area.

Navy Recruiting is actively involved in a number of event planning efforts that help us capitalize on reaching out with the Navy message. We need to coordinate our

marketing efforts to increase Navy public outreach and promote career opportunities within the Navy. It's the dedicated efforts of the outreach efforts at the district level and from headquarters that allow us to be successful.

One of the newest ways is



Photo by JO2 Buddy Smith

Rear Adm. Fowler makes the first cut into a King Cake, a traditional pastry eaten during the Mardi Gras season in New Orleans during a visit to NRD New Orleans Feb. 7. Brought by the French around 1870, the special dessert of purple, green and gold was a French custom used to celebrate the biblical "Three Wise Men" who brought baby Jesus gifts. The cakes are world famous now, and are shipped all over the world.



Rear Adm. Jeffrey L. Fowler
Commander, Navy Recruiting Command

through our sponsorship of a NASCAR racing team. We are now in our third year of sponsorship of the Fitz-Bradshaw Racing Team, and we've just completed the first few races of the season. Although the Navy team will race in each Busch Series race, we decided to focus our recruiting efforts at 14 of the 35 races this year. In those race events, we will have an exhibit space and be fully engaged. For other races, our presence will be limited, but we will still maintain a recruiting effort. For a list of the complete Busch Series racing schedule, please see page 6.

We can also capitalize our Navy Recruiting outreach with Blue Angel air shows, which have been performed now for nearly six decades. This year, the Blue Angels will perform approximately 70 air shows at 35 different locations from March through November. See page 11 for the complete schedule. It's important for us to ensure close coordination with the air show sponsors so that the air show will provide successful recruiting and awareness opportuni-

See FOWLER page 4

FOWLER from page 3

ties.

One of the newest event planning and marketing efforts is the establishment of the Navy Office of Community Outreach. NAVCO is a Chief of Information activity established in October 2004 and headquartered here in Millington. They will help align the Navy message and awareness efforts by coordinating a number of outreach assets, such as Blue Angel air shows, Navy motorsports, simulators, speaking opportunities and the Navy Band. They will work closely with the NRDs and CNRC headquarters in developing "Navy Weeks" in their Calendar for America. I am excited about his opportunity to truly consolidate our assets and assist with our recruiting and awareness efforts. Read more on page 12 about NAVCO and the 20 cities they are targeting this year.

At numerous Navy Recruiting venues around the nation, you're bound to find one of our three flight simulators. We currently use two 20-passenger simulators and one 8-passenger simulator. All three are featured at air shows, state fairs, shopping malls, high schools, NASCAR events and Navy Fleet Weeks.

One of the best ways to reach young men and women to show them the varying opportunities in the Navy is with the Music for Recruiting program. The NRDs work closely with Navy Bands in their area and coordinate a performance at a high school or other event. MFR is a program that has assisted us in gaining access to high schools, and we are thankful for the superb performances and support we receive from Navy musicians around the nation.

The Navy's Parachute Team, the Leap Frogs, perform precision parachute performances in support of Navy Recruiting and community relations programs. They are comprised of Sea, Air, and Land (SEAL)



Photo by Lt. Cmdr. Dennis Henman

NCCS Theodore Schaffer, NRD Montgomery, (second from right) meets with Navy Recruiting Command leadership at CNRC headquarters Feb. 11. Schaffer is the first person to qualify Assistant Chief Recruiter, a new billet designed as part of the active/reserve consolidation. The ACR's function is to serve as an assistant department leading chief petty officer. ACR's will train and develop zone supervisors, DEP coordinators and special program recruiters. They will also assist in the coordination of all NRD training resources and systems to attain enlisted recruiting goals, as well as assist the Enlisted Programs Department in all matters pertaining to enlisted productions. From left to right - CNOCM Evelyn Banks, CNO Directed Command Master Chief; Rear Adm. Jeff Fowler, Commander, Navy Recruiting Command; Schaffer; and NCCM Arlyn Bronkema, CNRC National Chief Recruiter.

personnel from the Navy's Special Warfare Center and assist recruiting through performances at high schools, community colleges and events across the nation. Like MFR, this is also an outstanding asset to gain access to schools and showcase Navy opportunities.

We also need to be engaged in various speaking engagements at high schools, youth groups, and community forums, as well visiting hospitals and community organizations where our presence not only promotes recruiting, but Navy awareness and goodwill.

There are a number of community events, from city fairs, community concerts to diversity conferences, in your area that may fit the bill for an outstanding event planning and community outreach program.

Recruiters and leadership at the district level know your areas best, and I encourage you all to capitalize on such events. Don't forget to engage the media as well, who can help promote our message, whether it's by a soundbite on the evening news about a Blue Angels air show or a 15-minute radio talk show discussing Navy opportunities.

Our goal is to recruit young men and women for service in the United States Navy, and event planning is an outstanding way to do that. It helps us to promote Navy opportunities not only to our target audience, but also to the influencers.

I am extremely proud of the hard work of our recruiting team and appreciate your continued enthusiasm. Keep charging!

Reward Sailors for special accomplishments

What an exciting time to be part of Navy Recruiting! The special events described throughout this month's magazine are integral to the total force mission success of Navy Recruiting Command and

vital to our success both individually and collectively. During my first year as the CNO Directed Command Master Chief for Navy Recruiting, I have been humbled by the many special events that I have

both witnessed and been honored to participate in while traveling around the nation. Awards ceremonies, advancements, the chief petty officer training season, change of command ceremonies, retirements, command picnics, and partnering with the local communities are just a few that



NCCM Darnell Champ (NRD LA), Chief Recruiter; Robbie Robinson, Navy Recruiting Command Master Chief (May 90 - Dec 93), Retired, Education Specialist (NRD LA), CAPT(SEL) Robert Gaines, Commanding Officer, NRD LA, and CNOCM(AW/SW) Banks pose for a group photograph during a Black History month celebration in NRD LA.

serve to maximize the effectiveness of our production recruiters and support personnel across the nation. The combination of careful planning and organized marketing approach allow us to maximize our business practices, reaping the greatest "return on our investment" through these many special events. As Admiral Fowler mentioned in his article on page three, these events are vital to mission accomplishment.

Let me share with you some of the other "special events" that are

recognize and reward our men and women in uniform. These activities are special. They are special to those we recognize and those we honor in heritage, tradition, and ceremony. When we take time to recognize that all members of the team, in and out of uniform, and their families are special, and we plan events to highlight their achievements, we are all better for the experience.

As I venture into my second year in the job, I want to express my gratitude to Admiral Fowler and the



CNOCM(AW/SW) Evelyn Banks
CNO Directed Command Master Chief



Photo by JO1 Candice Hale

NRS North Valley Recruiter, SK2(SS) Thomas Santisteven, shows his best high school folder to CNOCM(AW/SW) Banks during a conversation about maintaining relationships with COIs. During Bank's visit to NRS North Valley, she spoke to the recruiters about DEP leadership, talked about Navy Etiquette and teamed up recruiters with DEP recruits for a game of Navy trivia. She also met NC1(SW) Jeffrey Pilgrim's children, Zachery and Cody, and talked to them about the importance of military families.

total CNRC team for the love and support received, serving in this most rewarding position. We have much work and many challenges ahead in the recruiting world, yet I am confident that this team will prevail.

Navy enters third season with NASCAR sponsorship

Story by CNRC Public Affairs

The Navy entered its third year of sponsorship of the FitzBradshaw Racing Team for the 2005 racing season with a new driver, manufacturer and support team.

"We are very excited to continue our relationship with NASCAR and the FitzBradshaw Team," said Rear. Adm. Jeffrey Fowler, Commander Navy Recruiting Command. "There are a number of exciting changes in store this year, most notably Dodge as our

new manufacturer, a new partnership with Chip Ganassi Racing and the welcome addition of rising star David Stremme."

NASCAR veteran Armando Fitz and Pro Football Hall of Fame member and FOX broadcaster Terry Bradshaw are the team's co-owners. The No. 14 Navy 'Accelerate Your Life' car switched to a Dodge Charger from a Chevrolet Monte Carlo for the 2005 season and is driven by 2003 Busch Series Rookie of the Year David Stremme. "Having the Navy as a sponsor and to

represent Sailors is a real honor, and I am proud to be associated with them," said Stremme.

The racing and show vehicle haulers are used as traveling billboards emphasizing Navy Recruiting's slogan, "Accelerate Your Life," its toll-free recruiting phone number, 1-800-USA-NAVY, and the recruiting web site address, <http://www.navy.com>, are displayed to make the most of the Navy/NASCAR partnership and let as many people as possible across the

See NASCAR next page

2005 NASCAR BUSCH SERIES RACES

<u>Date</u>	<u>Race</u>	<u>Venue</u>
March 6	Mexico 200	Autodromo Hermamos Rodriguez
March 12	Sam's Town 300	Las Vegas Motor Speedway
March 19	Aaron's 312	Atlanta Motor Speedway
March 26	Pepsi 300	Nashville Superspeedway
April 2	Sharpie Professional 250	Bristol Motor Speedway
April 16	O'Reilly 300	Texas Motor Speedway
April 22	Bashas' Supermarkets 200	Phoenix International Raceway
April 30	Aaron's 312	Talladega Superspeedway
May 6	Diamond Hill Plywood 200	Darlington Raceway
May 13	Funai 250	Richmond International Raceway
May 28	CarQuest Auto Parts 300	Lowe's Motor Speedway
June 4	MBNA 200	Dover International Speedway
June 11	Federated Auto Parts 300	Nashville Superspeedway
June 18	Meijer 300 presented by	Kentucky Speedway
June 25	Oreo	The Milwaukee Mile
July 1	NASCAR Busch Series 250	Daytona International Speedway
July 9	Winn-Dixie 250	Chicagoland Speedway
July 16	Chicagoland 300	New Hampshire International
July 23	New England 200	Speedway
July 30	Salute to the Troops 250	Pikes Peak International Raceway
Aug. 6	NBS Gateway 250	Gateway International Raceway
Aug. 13	IRP 200	Indianapolis Raceway Park
Aug. 20	TBA	Watkins Glen International
Aug. 26	Michigan 250	Michigan International Speedway
Sept. 3	Food City 250	Bristol Motor Speedway
Sept. 9	Busch Series 300	California Speedway
Sept. 24	Emerson Radio 250	Richmond International Raceway
Oct. 8	Dover 200	Dover International Speedway
Oct. 14	Kansas 300	Kansas Speedway
Oct. 22	Charlotte 300	Lowe's Motor Speedway
Nov. 5	Sam's Town 250	Memphis Motorsports Park
Nov. 12	O'Reilly Challenge	Texas Motor Speedway
Nov. 19	Phoenix 200	Phoenix International Raceway
	Ford 300	Homestead-Miami Speedway

for more information see www.nascar.com



Photo by JO1 Candice Hale

Two U.S. Navy SEALs from Commander Naval Special Warfare Command sign autographs for ESPN X Games spectators Jan. 28 - Feb. 2.

Sailors get extreme at ESPN X Games

Story by JO1 Candice Hale
NRD Denver

Navy Recruiters, SEa-Air-Land (SEAL) Sailors, and a Special

Warfare Combatant-craft Crewman (SWCC) Motivator recently spent five days in Aspen, Colorado, recruiting and creating Navy Awareness at the annual ESPN Extreme Winter Games that took place Jan. 28 - Feb. 2.

The ninth annual, free-to-the-public, winter extreme sports competition featured more than 230 athletes from all over the world. They competed for medals and prize money in sports such as Moto X best tricks, Ski, Snowboard (superpipe and slopestyle) and Snowmobile. These competitions attracted over 69,000 spectators throughout the events.

According to PRC(AW/FPJ) Todd Tucker, Zone Five Supervisor for Navy Recruiting District, Denver, the X Games present a perfect venue to reach his target Navy applicant.

"The kids that come to see the X Games are here to see these athletes, who demonstrate courage and commitment, which are the same attributes we look for in a Navy applicant," he explained. "They also admire the athletes because they have jobs that challenge them from day-to-day. The jobs we offer in the Navy can also be challenging and out of the ordinary. This is the perfect place to

show these kids what we have to offer."

In an effort to directly showcase the Navy's 'extreme' job opportunities, six Navy SEALs and a SWCC Motivator traveled from San Diego, California to assist the Navy Recruiting effort.

Navy SEALs and SWCCs could be considered extreme athletes because of the rigorous training and daily challenges that come with their jobs. According to SWCC Motivator, BM1(SWCC) Anthony Edwards, the common thread between the athletes featured at the X Games and the Sailors who attended is the mindset that has made them successful.

"You have to set a goal, and then take on the physical and mental challenges that come along with it. In order to be successful in anything, whether you're a SEAL, SWCC, professional athlete, or in any other profession, you have to set priorities according to what makes you happy and in the meantime, you'll reach a positive end result that represents that mind set."

Navy SEALs and SWCCs are vital components of elite combat units of Naval Special Warfare (NSW), a service component of the United States Special Operations

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NASCAR from previous page

country know about the value of serving in the Navy.

"NASCAR and the sponsorship of the No. 14 'Accelerate Your Life' car provides an effective venue for the U.S. Navy to take its message of honor, courage and commitment to local communities and to a national audience," said Fowler. "The FitzBradshaw team shares our values and a demonstrated commitment to success. They've proven themselves to be the right fit for the Navy's motorsports program."

For more information about FitzBradshaw Racing, see <http://www.fitzbradshaw.com>.



Photo illustration by PH1(AW) Brett Dawson

The No. 14 Navy 'Accelerate Your Life' car switched to a Dodge Charger from a Chevrolet Monte Carlo for the 2005 season and is driven by David Stremme, 2003 Busch Series Rookie of the Year.

Navy Commandos jump for recruiters

Story by

JO1 Kristina Brockman

U.S. Navy Parachute Team

They enter the sky under the cover of darkness. First, the 33-foot long tactical boats silently parachute down to the water 6,000 feet below. Immediately after the boats leave the plane, commandos jump out and parachute after their craft. The jumpers systematically enter the chilly waters, remove themselves from their parachutes and swim toward their boats. In a matter of minutes, more commandos enter the air as the plane drops a second load of parachutists. After all jumpers are in the boat, the commandos don tactical gear, and they disappear into the night to carry out a high risk, classified mission.

The parachutists are members of the Naval Special Warfare (NSW) community, and they are trained to jump into water drop zones anytime, anywhere, when America needs this highly capable, highly flexible force. Two highly trained groups make up the NSW community - Navy SEAL (SEa, Air, Land) and SWCC (Special Warfare Combatant-craft Crewman) commandos. The average American will never

see these warriors in action, short of make-believe Hollywood movies or informational documentaries.

However, the American public can meet some of the men who make up this elite force thanks to the U.S. Navy Parachute Team (NPT), the Leap Frogs.

The Leap Frogs travel throughout the year, performing at venues like air shows, sporting events and community festivals. While the team receives hundreds of requests to perform around the country, it

can only do about 30 each year (approximately one trip every other week-end). Many factors go into the decision of which events to do, but considerable weight is put on the ones recommended by Navy Recruiting Districts. It's a "help us, help you" scenario.

"I think recruiters feel like we are this group that has nothing to

do with them," said show scheduler CS1(SEAL) Nix White. "On the contrary, we are trying to help them. We want to jump into the venues recruiters know will get leads and hopefully help them make goal...but we can't do that without their help because the recruiters are the ones that know what those events are."

The team takes requests throughout the year, though the

schedule is created around two deadlines. The first deadline of Jan. 1 is for events through August. The second deadline is June 1, which covers events in September through December. While the first deadline has passed, recruiters should not be discouraged.

"Even though our show schedule is released," said White, "we have cancellations and changes throughout the year. If one event is cancelled, we will always go back to files to find another event for the same time. Therefore, it's always good to send in a request."

There are financial requirements for requesting the Leap Frogs, all of which are detailed in the sponsorship handbook found at <http://www.seal.navy.mil> under the parachute team's "Contact Information" link. Obligations include per diem, transportation and accommodations. The Leap Frogs' public affairs officer can help recruiters get the team to their area. For example:

Petty Officer Jones wants to get the Leap Frogs to the local summer outdoor music festival that attracts target-age men and women throughout the area. The event is sponsored by several organizations including the local communications company. Jones emails his district PAO who contacts the NPT about the great event. The team's public affair officer contacts the event sponsor and lets them know about the Leap Frogs. The communications company is interested in having the NPT and fills out a request form.

There are many ways the NPT can accommodate the needs of recruiting districts and stations. One way is that they can have multiple sponsors, so one organization does not have to fully support the team's financial requirements. In 2003, the team went to the NRD Kansas City with four sponsors and



Photo by JO1 Kristina Brockman

Four jumpers on the Leap Frogs link together to create this "4-stack" canopy formation. This popular display with the American flag is one of many the team performs at air shows and sporting events.

jumped into professional football and baseball games while there. The NPT can also cater its shows to the needs of the venue, which for high school demonstrations directly benefits recruiters.

“The NPT is the most flexible group I’ve ever worked with,” said NRD Kansas City Public Affairs Officer, JO1

Michael Hatfield. “This flexibility allows recruiters to really develop meaningful partnerships with schools. For example, we had a school that was desperately trying to reach its students with an anti-drug message, but they wanted to do it in a unique way.

When eight Navy commandos parachuted in front of their student body and then began talking to the students about the adverse effects of drug use, the faculty couldn’t thank our recruiters enough. This kind of partnership strips away the common perception that recruiters are only there for personal benefit. Instead, it makes that same recruiter the first person that comes to the minds of the school’s faculty whenever they feel in need of a partner.”

The Navy Parachute Team has been in existence for 30 years and each season brings new opportunities to help recruiters around the country. Through communication and proactive efforts, this teamwork can continue to improve, benefiting the Navy and the recruiters working to keep it filled with the best men and women.

To view the current Leap Frogs schedule, visit <http://www.seal.navy.mil/leapfrogs/pdf/schedule.pdf>.



Photo by JO1 Kristina Brockman

A solo jumper on the Navy Parachute Team brings in the American flag with a trail of smoke, during a twilight jump into Rancho Buena Vista High School in Vista, Calif.

For more information on the Navy Parachute Team, visit <http://www.seal.navy.mil> or contact your district Public Affairs Officer.



Photo by JO1 Kristina Brockman

Leap Frogs parachutist GM1(SEAL) Aries Lynch shows how to pack a parachute at the Seattle SEAFAIR. Lynch and other jumpers on the Navy Parachute Team performed at the event which is an annual series of high-speed boat races held on Lake Washington.

CNRC music program available to recruiters

**Story by
PH1(AW) Brett Dawson
CNRC**

Music for Recruiting (MFR) is a CNRC program for use by recruiting to generate leads. It allows the recruiter to get their foot in the door in areas that are generally closed to Navy recruiters because of the lack of a larger Navy presence. MFR provides a way to demonstrate firsthand, the professionalism, pride and job diversity of the U.S. Navy to target audiences such as high school and college students.

MFR is funded by CNRC, managed by the headquarters Public Affairs Office (OOP) and implemented by the NRD PAOs. MFR is a program that provides screening and funding of recruiter requests for direct Navy Band support of recruiting efforts.

The procedures and guidelines are published in COMNAVCUITCOMINST 5700.1B, which can be found on the recruiting quarter-deck.

"MFR is extremely easy to set up and coordinate," said JO1(SW) Jason Pederson, NRD San Diego PAO. "I have never had a problem and always had an immediate turn around."

MFR is funded for direct

support of recruiting efforts only and is not intended to be used in support of changes of command, Navy Balls, retirement ceremonies or other Navy ceremonies and celebrations.

"MFR is the best thing to get with the schools and get in there to generate leads," said

you never thought they would be playing," Warren added. "They play music that kids like and relate to."

MUC Jon Nelson, Navy Band Mid-South, explained, "If it is on the radio one day, it is in the band books the next. The audiences are completely blown away when we

come out playing the Top 40 hits."

"The musicians love it," Nelson said. "It gives them a chance to perform for a live energetic audience that always has a very positive reaction and allows the recruiters to display another product to future musicians that might be interested in joining the Navy."

Music for Recruiting can also hold clinics while on tour that entails one on one interaction with small groups of musicians.

"They answer questions about how to get good

enough to do what we do," Nelson said. "We establish the ground work to make a better musician."

"When a station or district decides that they would like to use the MFR program, they simply decide what they want the band to



Photo by JO1 Ira Elinson

Horizon defeats Army, Air Force - takes top honors in Military Battle of the Bands at Mall of America

The mall was alive with the sound of music as Navy Band Great Lakes *Horizon* took the stage at the Government on Display Exposition at the Mall of America in Feb. 05. The six members of *Horizon* competed against the Air Force Band *Looking Glass*, from Minot Air Force Base, and the 34th Division Army Band from the Minnesota National Guard. Although this was the fourth consecutive year *Horizon* performed in the Sam Goody Rotunda, this was the first year for the Military Battle of the Bands. "We love coming to Minneapolis," said bandleader MUC Scott Davis. "The NRD and the crowd at the mall always make us feel welcome. Besides, it's one of the few times we have the opportunity to meet and work with bands from other services." Two new items enhanced their performance this year. A slide show of Navy and Marine Corps images designed by Davis and MU2 Ken Fabis was projected behind the band on the mall's giant screen. Secondly, the mall staff dimmed the lights for an elaborate light show that was designed especially for the event.

EMC(SW) Brian Warren, RINC for NRS Las Vegas Southwest. "The month after doing a tour of the four schools in our area we went over our goal at 200 percent."

"The band plays music that

do and determine the target audience, high school or college students,” said YN2 Kristen Greenwood, CNRC MFR Program coordinator. “For example, the band could play at one of the local high schools in the morning and a different one in the afternoon, or even a public performance at a county fair. The requestor contacts the schools and community leaders to generate interest in having the band to make sure they can accommodate the scheduling but does not commit to anything at this point,” she said.

“Keep a list of contacts to attach to the request outlining the projected tour, including information on what the demographics are, and brief information justifying your requirements as stated in the instructions. The station or district will also need to contact the Navy Band in the area to confirm availability,” she said. “Submit your request to your NRD PAO along with the contacts. The NRD PAO will take care of getting cost estimates from the band and coordinate requests for funding through me for funding. Funding is limited, so ensure your request is submitted as early as possible.”

If there is only one high school in an area and there might not be a possibility of using the MFR program, contact the NRD PAO and they may be able to help put together a tour that incorporates multiple small territories.

“MFR also fosters a good relationship with the community and centers of influence, which is very valuable to the Navy and the recruiting effort,” Nelson said.

For more information, contact your NRD PAO or CNRC MFR Coordinator, YN2 Greenwood at 901-874-9402. To contact a band for availability, go to navyband.navy.mil to find contact and other information.



Photo by JOC Sandra V. Ramirez

The Navy's Flight Demonstration Team performed at Naval Air Station Key West in November. Blue Angels' C-130 pilot, Maj. Stefan Mueller, visited Key West High School and took time to sign autographs and answer students' questions.

2005 Blue Angels Schedule

March 19-20	Punta Gorda, Fla.
April 2-3	Naval Air Station Fort Worth, Texas
April 9-10	Naval Air Station Corpus Christi, Texas
April 16-17	Wilmington, N.C.
April 23-24	Vidalia, Ga.
April 30-May 1	Springfield, Ill.
May 7-8	Marine Corps Air Station Cherry Point, N.C.
May 14-15	Barksdale Air Force Base, La.
May 21-22	Selfridge ANG, Michigan
May 24-25	U.S. Naval Academy, Annapolis, Md.
May 27	U.S. Naval Academy Graduation Flyover, Annapolis, Md.
May 28-29	Willow Grove, Penn.
June 4-5	Maguire Air Force Base, N.J.
June 11-12	Janesville, Wis.
June 18-19	North Kingstown, R.I.
June 25-26	Evansville, Ind.
July 2	Pensacola Beach, Fla.
July 9-10	Fargo, N.D.
July 16-17	Milwaukee, Wis.
July 23-24	Muskegon, Mich.
July 30-31	Kalispell, Mont.
Aug. 6-7	Seattle
Aug. 13-14	Grand Junction, Col.
Aug. 20-21	(weekend off)
Aug. 27-28	Indianapolis, Ind.
Sept. 3-4	Naval Air Station Patuxent River, Md.
Sept. 10-11	Naval Air Station Brunswick, Maine
Sept. 17-18	Naval Air Station Oceana, Va.
Sept. 24-25	Gainesville, Fla.
Oct. 1-2	Millington, Tenn.
Oct. 8-9	San Francisco
Oct. 15-16	Marine Corps Air Station Miramar, Calif.
Oct. 22-23	Naval Air Station Pt. Mugu, Calif.
Oct. 29-30	Chattanooga, Tenn.
Nov. 5-6	Jacksonville Beach, Fla.
Nov. 11-12	Naval Air Station Pensacola, Fla.

NAVCO develops Calendar for America 2005

Story by CNRC Public Affairs

The Navy Office of Community Outreach (NAVCO) has developed 20 "Navy Weeks" in cities around the nation, turning them into a 2005 "Calendar for America" in order to raise awareness of the Navy and to assist in recruiting efforts.

The first Navy Week was held in Houston in February, with outreach plans scheduled for Phoenix in mid-March, and Dallas and Baltimore soon thereafter. Other cities will follow, with the final Navy Week scheduled for December in Las Vegas.

NAVCO, which was established on Oct. 1, 2004, is focusing

its efforts on major metropolitan areas not normally exposed to the U.S. Navy. This directly supports



Photo by JO1 Amy Kirk

NAVCO will make use of many assets CNRC has to offer, including the Blue Angels Flight Simulator. Here, NRD Atlanta's Sailor Sam waits outside the simulator to greet riders.

assets." In other words, Navy Weeks are meant to bring multiple assets together for maximum Navy brand exposure.

A Chief of Information (CHINFO) field activity, NAVCO's community outreach efforts are focused on the lower 48 states, with the exception of Fleet Concentration Areas, New York City and Los Angeles. Navy Weeks will bring together existing Navy community relations assets, such as the Blue Angels, Leap Frogs, aviation support, Navy bands, speakers, namesake ship visits, Navy motor sports

program and flight simulators, in communities around the nation

the NAVCO mission "to conduct and align national Navy image, awareness and branding efforts by coordinating existing Navy outreach

See NAVCO page 14

2005 NAVCO Navy Weeks

The following cities and dates have been identified for Navy Office of Community Outreach (NAVCO) Navy Weeks. Although the cities are firm, the dates are subject to change. Contact Lt. Cmdr. Jack Todd at (901) 874-5801, or e-mail at Navinfo_dal_1@earthlink.net, for the latest schedule.

Houston	Feb. 22-Mar. 4	Milwaukee	July 8-17
Phoenix	Mar. 14-20	Detroit	July 12-24
Dallas	Mar. 28-April 4	Chicago	Aug. 15-21
Baltimore	April 25-May 1	Memphis/Little Rock	Sept. 24-Oct. 4
Philadelphia	April 25-May 1	Minneapolis	Sept. 26-Oct. 3
Denver	May 6-13	Austin	Oct. 1-5
Atlanta	May 18-30	San Francisco	Oct. 5-13
Oklahoma City	June 2-8	Pittsburgh	Oct. 5-13
Portland	June 2-12	New Orleans	Nov. 21-27
Boston	June 6-15	Las Vegas	Dec. 1-10

CNRC Diversity department strives for success

Story by LT Jim Ryals
CNRC

CNRC focuses on diversity events such as the Society of Women Engineers (SWE). On Oct. 13-16, 2004, the SWE held its national convention at the Midwest Convention Center, Milwaukee, Wis. More than 3,000 engineering professionals, students and corporate representatives were exposed to Navy career opportunities. SWE, with more than 17,000 members throughout the country, markets itself as "the driving force, which establishes engineering as a highly desirable career aspiration for women, by empowering women to succeed and advance their aspirations and receive recognition and credit for their life-changing contributions as engineers and leaders."

Betty Shanahan, Executive Director/CEO, and Violettee Brown, President, present the "Heritage Award" to CNRC for excellence in advertising. Pictured left to right: Shanahan, Lt. Alisa Fyfe, Operational Test and Evaluation Force (COMOPTEVFOR), Norfolk Va.; LT.j.g. Ladonna Gordon, USS Theodore Roosevelt (CVN 71), and Brown.



Photo by Lt. Jim Ryals

FY05 Diversity Event Schedule

Date	Event	Location
Mar. 23-27	National Society of Black Engineers (NSBE)	Boston, Mass.
Mar. 24-27	Student National Medical Association (SNMA)	St. Louis, Mo.
April 4-8	Coahoma	Clarksdale, Miss.
April 5	Federal Asian Pacific American Council (FAPAC)	Washington, D.C.
April 7	Society of Hispanic Engineers (SHPE) IPC/Career Fair	Orlando, Fla.
April 21-24	National Association for Equal Opportunity (NAFEO)	Washington, D.C.
June 27-July 2	League of United Latin American Countries (LULAC)	Little Rock, Ark.
July 9-14	National Association for Advancement of Colored People (NAACP)	Milwaukee, Wis.
July 16-19	National Council for La Raza (NCLR)	Philadelphia, Pa.
July (TBD)	National Urban League (NUL)	Washington, D.C.
Aug. (TBD)	National Society of Black Engineers (NSBE) BCA Meeting	TBD
Aug. 8-12	National Naval Officer Association (NNOA)	New Orleans, La.
Aug. 15-17	Tuskegee Airmen National Convention	Orlando, Fla.
Sept. 21-24	Congressional Black Caucus	Washington, D.C.

Contact CNRC Diversity Department at (901) 874-9434 or 9304 for more details.

March is Women's History Month

Story by
YN2 Kristen Greenwood
CNRC

The course of study called "women's history" began in the 1970s with the rise of feminist thinking about women's issues.

Some historians noticed that the woman's perspective and earlier feminist movements were largely left out of the history books. Uncovering nearly forgotten history of women's struggles for equality and freedom, historians began to study the fields of women's studies and women's history. Also, they are trying to keep the history from being once more forgotten. Women have made their mark not only in history, but also in the Navy.

March 19, 1917 — Navy Department authorizes enrollment of women in the Naval Reserve with ratings of yeoman, radio electrician or other essential ratings

April 3, 1992 — First five coed recruit companies from Orlando, FL Naval Training Center graduate

May 28, 1980 — 55 women become first women graduates from the U.S. Naval Academy

July 7, 1948 — First six women sworn in the Regular Navy

X GAMES from page 7

Command. These units are organized, trained, and equipped to conduct a variety of missions to include unconventional warfare, direct action, special reconnaissance, foreign internal defense, counter terrorism missions and support psychological and civil affairs operations in maritime and riverine environments. They're deployed worldwide to conduct operations with other conventional and unconventional forces.

Edwards said the Naval Special Warfare team has coordinated with Navy Recruiting efforts for the past three years as a force multiplier for recruiting events.

"Having the actual SWCC and SEAL members on hand brought attention to the venue. With events such as the X Games, we are able to interact with all ages, male and female. It gives NSW the chance to 'billboard' our SWCC and SEAL programs."

According to Tucker, the

opportunity to work with the NSW team was invaluable.

"The SWCC and SEAL involvement was an amazing asset. These folks are the best of the best. They demonstrated that Navy SEALs are real people just like everyone else. Additionally, the Navy couldn't be represented better at an extreme sports venue than by their own version of an extreme athlete."

More information about SWCC and SEAL programs can be found at www.seal.navy.mil.



Photo by JO1 Candice Hale

Twenty-three pull-ups won this X Games spectator a custom made U.S. Navy snowboard. From left to right: NRS Grand Junction Recruiter in Charge, NC1 Kevin Ray; Navy DEP Recruit, SN Michelle Nash, snowboard winner; Rotem Tibi of Denver, Colorado, NRRS Denver Recruiter, MM2 Jeremy Bromley, and NRD Denver Commanding Officer, Cmdr. Richard Eason.

See NAVCO page 12

that do not have a significant Navy presence.

"We're targeting those areas of the country that have not historically had a lot of contact with the U.S. Navy, and we're doing so by focusing our efforts in a coordinated manner," said NAVCO Director, Cmdr. Scott Gureck. "By working smarter, we're going to get more bang for the buck out of the Navy's limited community relations assets."

NAVCO's active duty staff consists of a Director, Deputy Director and several action officers. The Navy's Speakers

Bureau Program Manager, Navy Bands Liaison Officer and the Aviation Support Officer are also now assigned to NAVCO. Several enlisted personnel will eventually be assigned to NAVCO as assistant action officers once the billets are created later this year.

The key to NAVCO's success, however, is its cadre of Navy Reserve public affairs officers who are assigned directly to NAVCO as Navy Week action officers. By living in the very cities planned for Navy Weeks, these Reservists are uniquely qualified to serve as individual Navy Week action officers.

Navy Recruiting District public affairs officers and NRD

leadership will work closely with NAVCO and the Navy Reserve public affairs officers and enlisted Navy Reservists in their respective area. Close coordination is paramount in order to capitalize on the awareness and recruiting benefits in each Navy Week.

Such coordination will demand continuing attention, Gureck said. "This will be an evolving process, but we are excited and expect to improve on it each year."

To find out more about Navy Office of Community Outreach, call 901-874-5800.



Admiral's Five-Star Recruiters

December 2004



NRD Dallas

BM2(SW) Ryan Kohler

NRS Arlington

NRD New England

QM2(SW) Nicholas Powell

NRS Hartford

NRD Richmond

BM2(SW/AW) Jimmie Brown

NRS Chesapeake

GSM2(SW) Charles General Jr.

NRS Richmond

NRD Denver

SH2 Michael Davis

NRS Citadel

NRD New Orleans

DC2 Shane Morel

NRS City Park

NRD San Diego

ABF2(AW) Melchor Coleman

NRS Victorville

NRD Jacksonville

DC2(SW) Yousef Abdulsalam

NRS Orange Park

NRD New York

EM2(SW) Yick Li

NRS South Street Seaport

DK2(SW) Andrew Lo

NRS Flushing



Best Stations In The Nation

December 2004

Region South

Small Station

NRS Bellevue

NRD Nashville

Region West

Small Station

NRS Gillette

NRD Denver

Region North

Small Station

NRS Newark

NRD Philadelphia

Region Central

Small Station

NRS Corsicana

NRD Dallas

Medium Station

NRS Richland NE

NRD Atlanta

Medium Station

NRS Pinole

NRD San Francisco

Medium Station

NRS Flushing

NRD New York

Medium Station

NRS Chicago

NRD Chicago

Large Station

NRS Marietta

NRD Atlanta

Large Station

NRS National City

NRD San Diego

Large Station

NRS Henrietta

NRD Buffalo

Large Station

NRS Arlington

NRD Dallas

